

# Memorandum

To: UUA Board of Trustees  
Subject: President's Report  
From: Peter Morales  
Date: March 2, 2015



This report will again follow the format of highlighting a few topics that are not covered in other parts of the agenda or in other reports. I will also again emphasize topics that I believe have long term implications. Given the short period between board meetings, this will be a very brief report.

## Entrepreneurial Ministry

After two years of design and preparation, the Entrepreneurial Ministry training program has begun. All of us on the design team (Don Southworth, Taquiena Boston, Cheryl Walker, Brock Leach, Scotty McLennan and myself) were delighted by the first session. The excitement among the participants was palpable.

This program is, in my opinion, of vital importance to our movement. While the projects of the 26 students have value, the real long term objective is culture change—to spread the capacity for innovation among our ministers and other religious professionals.

Here is a link to a short (less than five minutes) fund raising video about the program. [<http://smallscreen.uua.org/videos/beyond-the-call-entrepreneurial-ministry>]. The first session was focused on “design thinking” and featured the co-director of Stanford University’s Design Institute.

## Launch of the new UUA.org

If you have not yet visited the new UUA.org, I invite you to do so. This is the culmination of months of effort not only of redesign, but also of

moving to a new software foundation. This effort goes back to our strategic review of communications of several years ago. That led, among other things, to the “branding” work of a couple of years ago. All of this effort is about our being able to communicate more powerfully “Who we are, what we do, and why it matters.” That branding work has shaped the design of [uua.org](http://uua.org).

The new home page is directed primarily at visitors. We know that 90 percent of people who go to our website are there for the first time. This is truly the front door of our faith more many.

The launch, while an important milestone, is the beginning of a long process.

### **Interfaith “summit” gathering**

The interfaith gathering I described in my last report is moving into the planning phase. The meeting is scheduled at UUA headquarters May 13 and 14. In the way the universe has of creating synergies, the work on design thinking in the entrepreneurial ministry training, especially the emphasis on prototyping and testing on a small scale, will be central to the work of interfaith outreach.

